I M P O R T A N T

Gentlemen:

The Executive Committe has decided, by unanimous vote, to discontinue the Program Guide.

The reasons behind this decision should be obvious. No one would deny that the Guide has been a remarkably effective piece of Public Relations, but no one would deny that it has been an extremely expensive one. Like most of you, I had been one of those pushing for the continuation of the Guide "for one more month" to see if it couldn't at least be made to pay for itself. However, the time or reckoning has come. I would wager that practically every likely and/or eligible establishment in the New Haven area has been seen for advertising during the past year. Even if this were not so and there was a sudden increase in interest, the cost of printing the Guide has accumulated to such an extent that only a landfall would save us. When we stepped into office there was over $2000 in unpaid bills incurred by the Guide. At that time we decided to make an all-out effort to make subsequent issues pay for themselves. It is true that one did, and others came close, but the cost still exceded the revenue. We have just finished paying for the 1961 issues, but already this year the Guide has cost well over $700. It should be obvious then that we did not start from scratch and neither will the next Executive Committee. At a time when broadcast income is adequate to put us on solid financial ground, it seems a shame to eat up so much of it in the production of something which, although important to us, is not necessary. Without the extreme burden of this costly accessory, many of our headaches would ease.

There are, of course, many other alternatives open at this point. One is that we could charge subscription rates. This, even if it netted us $900 (full compliance at $1.00 per year), would still mean that we would have to raise at least another $900 to break even. The subscription fee would also commit us to printing the Guide for a full year. Another suggestion is that we cut cost by cutting quality. This can be done if we are willing to sacrifice pride in our printed product. To reduce quantity, i.e. by not sending the Guide to every box in Yale Station, would make no appreciable difference in cost. One other alternative which is being looked into is for us to turn over full rights of the Guide to another company which would assume costs and profits (should there be any).

In closing let me wax hopeful. As instigator of the Guide, I would hate to see it gone forever. One lesson we should all learn from this experience is that before we jump into anything we consider fully all aspects of the project. As I see it, the only way we can begin to print the Guide again is to line up enough financial investment in it beforehand. In short, to bring it back we must sell and then print -- not viceversa.

If there are any questions about this decision I would ask you to contact me or any other member of the Executive Committee.

John Davison